



**Mansfield Downtown Partnership
Board of Directors Special Meeting
September 3, 2020
By Teleconference
4:30 PM**

Minutes

Present: John Carrington, Mario Conjura, Steve Ferrigno, Frank Gifford, Prabhas KC, Toni Moran, Kyle Muncy, Diana Pelletier, Sean Vasington, Emily Wicks, and Cara Workman

Board Emeritus: Steve Bacon, Betsy Paterson

Staff: Cynthia van Zelm

1. Call to Order

President Diana Pelletier called the meeting to order at 4:31 PM.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes of August 12, 2020

Cara Workman made a motion to approve the August 12, 2020 minutes. Frank Gifford seconded the motion. The motion was passed unanimously.

4. Executive Director Report

Executive Director Cynthia van Zelm said she has been trying to get in touch with Downtown Storrs commercial property owner ACF but to no avail. The Board suggested next steps and Ms. van Zelm will follow-up.

Ms. van Zelm noted that it appears that the other main commercial property owner Hart Realty Advisers has hired Blackline Realty Group, as there is a poster regarding leasing in one of the available spaces for rent.

Ms. van Zelm referred to an update on the public awareness health campaign as noted in a prior e-mail to the Board.

5. Review and Approval of Changes to Personnel Policies

Ms. Pelletier noted that the Town of Mansfield has changed the date that it issues paychecks as of October 1. The current Partnership Personnel Policies reference a Wednesday pay date.



John Carrington made a motion to approve the change in the Partnership Personnel Policies to reflect a pay date the week after the pay period, and not a specific day of the week. Steve Ferrigno seconded the motion. The motion was approved.

6. Update and Discussion of Business Outreach

Ms. Pelletier asked for feedback from Board members who had contacted their businesses as assigned. Ms. Pelletier called her list again. She only heard back from one business who said they hope to be back in person soon. They were appreciative of the call.

Sean Vasington said he reached out to the businesses on his list. He only heard back from one who was also appreciative of the outreach.

Prabhas KC had also reached out but did not hear back from his contacts.

Ms. Pelletier asked Board members to update her or Ms. van Zelm on the outcome of their outreach.

7. Report from Committees and Task Forces

Celebrate Mansfield Festival

Chair Emily Wicks said several events are planned for the reconfigured Celebrate Mansfield Month.

A scavenger hunt where people can visit a business and be entered into a drawing for a prize will start the first week of September. It can be done in person or virtually. Winners will receive a gift card.

There will also be a calendar of various events happening in Mansfield throughout the month, and some events may stretch throughout the year.

There will also be some informal pop up entertainment with minimal advertising to keep crowds low.

Ms. van Zelm said the popular Spend and Win program will be resurrected again.

Ms. Wicks said there will be a puppet pageant on Facebook Live similar to what has been done at past Festivals.

Finance and Growth – Review of June 30, 2020 End of Year Financials

Chair Toni Moran said the Finance and Growth Committee reviewed the June 30, 2020 financials.

Ms. van Zelm went over the highlights. She said while memberships did not meet the budget goal, largely due to holding off on pushing donations due to the repercussions of COVID-19, the fund balance still increased by about \$40,000. The fund balance as of July 1, 2020 was \$350,468.

Ms. van Zelm said the funding from UConn for the current fiscal year has been received.

Ms. van Zelm reviewed the event revenue which has been essentially static as all events were either cancelled or done in a hybrid format. All event budgets are in the black.

Ms. Workman asked what is done with money carried over from the events. Ms. van Zelm said the money stays in the budget for next year. Donors for the Summer Concert Series and the Moonlight Movies were asked how to handle their donations once events were cancelled and they all agreed to carry over to 2021.

With respect to the fund balance, Ms. van Zelm said the Finance and Growth Committee has been discussing an investment policy but is waiting for how the Town addresses a policy. A fundraising consultant RFQ was put on hold until January.

Mr. Vasington asked if it would make sense to seek a consultant to help the Partnership with its mission and plan going forward. The current three-year strategic plan was through 2019. He asked if the current strategic plan could be updated.

Ms. van Zelm suggested that the Executive Committee follow-up on this suggestion. She will put together an outline for review by Board President Diana Pelletier. The Executive Committee will then make recommendations to the full Board.

Ms. Moran moved to accept the June 30, 2020 financial reports. Mario Conjura seconded the motion. The motion was approved.

Governance Committee

Ms. Pelletier said the Committee discussed new Board members. The Board has room for three more members per the Bylaws. She asked Board members to provide any suggestions.

Ms. Pelletier also noted that her term is up June 30, 2020, and, thus, her ability to serve as President. She asked if anyone wanted to serve as President.

She said the Committee also looked at some potential further changes to the Bylaws and Ms. van Zelm will follow-up with Partnership attorney John Zaccaro.

There was some discussion about potential business, and public spaces committees but any decision was put off until at least January.

Ms. Pelletier said four Board members filled out the Board assessment in March. Ms. Pelletier went over a few of the comments. She said there was continued interest in receiving feedback from businesses and property owners. Ms. Pelletier said there was interest in reviewing goals on a quarterly basis. She said the Committee suggested conducting another Board assessment in January so feedback from the newer Board members can be captured.

8. Adjourn

The meeting adjourned at 5:30 pm.

Minutes prepared by Cynthia van Zelm.